

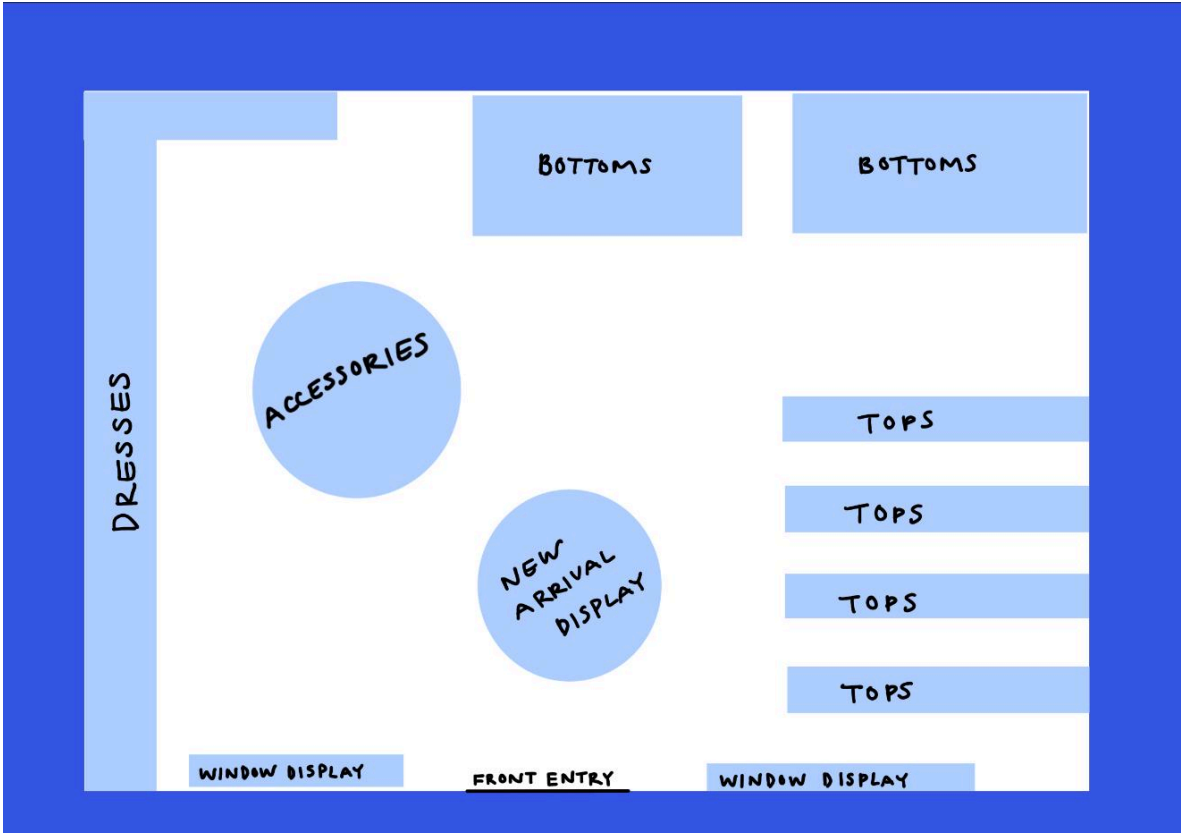
Cove fashion is an ocean inspired brand that draws from different ocean qualities like life and movement. The goal of the brand is to allow a high-end feel style while not losing out on the elements of comfort. The merchandising plan reinforces my brand through the use of comfortable, breathable fabrics with an ocean-toned color palette. Displays found in stores feature these designs on wooden displays with various ocean themed items like shells or netting. The lighting in the store will be all low light lamps to make it feel cozy and peaceful.

The target customer is a 20-30 year old woman who wants to feel comfortable while showing off her style. She is either a beach town local or finds herself vacationing to these places regularly. While in these places, she is always looking for little shops to help add to her wardrobe. She likes fun outfits that show her spontaneous personality and she wants people to know that she is always having a good time.

Assortment plan:

- Dresses: 45%
- Tops: 35% (short sleeve/long sleeve)
- Bottoms: 15% (pants/shorts/skirts)
- Accessories: 5%

Store layout:



Pricing:

There will be a midrange price strategy in place here. I think since it will be found in beach town areas with a lot of visiting consumers, then it will have to be priced on the more expensive side. I also think that with the customers I am expecting, they will like to buy from a higher brand value store. I am thinking dresses will be around \$70-80, tops will be around \$35-50, bottoms will be around \$50-65, and then accessories around \$15-20. It will stay around these values unless material cost goes up for certain designs, then price will increase. I will also like to have sales when designs have been introduced for a while and are being styled out because of newer arrivals. So, then discounts will apply here. I also would have a clearance rack section in the store that I forgot to include in the picture. It would be towards the back of the store so that customers see the new arrivals first.